

CLASSIFICATION OFFICE DECISION

Title of publication: Wicked Camper GCT784

Other known title(s): Not stated

OFLC ref: 1700236.000

Medium: Vehicle

Maker: The Wicked Cult Limited

Country of origin: New Zealand

Language: English

Applicant: Commissioner of Police

Classification:	Objectionable except if the availability of the publication is restricted to persons who have attained the age of 16 years.
------------------------	---

Descriptive note: None

Display conditions: None

Date of entry in Register: 14 July 2017

Date of direction to issue a label: No direction to issue a label has been issued

Date of notice of decision: 14 July 2017

Summary of reasons for decision:

Wicked Camper GCT784 is a campervan for hire. It was submitted for classification on behalf of the Commissioner of Police. Photographs of the images and text on the campervan were supplied to facilitate classification. Wicked Camper GCT784 has prominent and brightly coloured text and images which celebrate cannabis use, and are likely to attract the attention of children and teenagers. Its availability in public places has the effect of promoting and encouraging cannabis use as normal, acceptable and fun. Young viewers will be most vulnerable to the normalising influence of this material. The on-going effect of impressionable young people's exposure to the material is likely to be the encouragement of attitudes that lead to experimentation with criminal behaviour. In addition, recent New Zealand research indicates that adolescents who engage in persistent cannabis use do so at considerable risk to their physical and emotional health. Older teenagers and adults are likely to view this material with a more mature understanding of the likely consequences of drug use. In a framework set by the New Zealand Bill of Rights Act 1990, classification decisions must be reasonable and demonstrably justifiable. Freedom of expression entails a certain tolerance for the depiction of drug use in various media. However, because of the likelihood of harmful and potentially on-going effects on young viewers, a classification of R16, which would prevent access by children and young teenagers, is required. The effect of this classification is therefore that the campervan cannot be used for its ordinary intended purpose, that is, being driven on public roads in its current form. The protection of children and young teenagers from harmful material is paramount in this instance.

